

ABSTRACT

5 A method and system for soliciting online donations is disclosed. The method comprises defining the terms of a challenge. Next, an invitation to donate is generated that includes the terms of the challenge. Typically, the terms of the challenge are a matching donation such that the challenger will match donations to a prescribed amount. Finally, the invitation to donate is sent to at least one invitee with a computer connected to a network of computers. The invitee can reply to the challenge by making a donation with his or her computer. The method is performed by a web-based donation application that can be accessed through the web browser of a challenger or invitee.